

PRESS RELEASE – For immediate publication

## **EuroCIS 2018: Digital signage and digital wayfinding for sales promotion at the POS**

**Digital signage in retail: Bosch Experience Zone - Interactive applications for the retail sector and shopping malls – kompas POS.pointer integrates interactive digital signage into shopfitting – Comprehensive new features of the digital signage software kompas 9.0 with integration of professional HTML5 editors Tumult Hype and the new template manager**

Cologne, January 24, 2018 – At the leading event for Retail Technology [EuroCIS](#) in Düsseldorf, [dimedis](#) will be presenting the latest developments in interactive digital signage for POS sales promotion. Special emphasis will be placed on interactive applications such as a digital wayfinding system for shopping malls, the seamless integration of digital signage into shop construction and the linking of mobile devices with digital signage.

From February 27 to March 1, 2018 on its [own booth](#) (Hall 10, F56) dimedis will be demonstrating the digital signage software [kompas](#) and the digital wayfinding [kompas wayfinding](#). The interested trade fair visitor learns how kompas can be used to play content concurrently without a play list and why it is important to integrate smartphones into all fields of application. Visitors to the EuroCIS will be able to test the latest version of the award-winning software and, in particular, get to know the features that are relevant to the POS. The integration of professional HTML5 editors such as Tumult Hype and the new template manager facilitates the workflow between agencies, designers and digital signage editors. A special feature of the new version of kompas is the template manager, which make the processes for the creation of content significantly easier. The

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trade fair appearance will be augmented by an interactive information column with digital wayfinding for shopping malls as well as with the award-winning Bosch Experience Zone. A special feature of kompas: kompas POS.pointer integrates digital signage into modern shopfitting. When a user selects a product by touching the column, it is illuminated in the adjacent shelf.

### **kompas feature: "kompas POS.pointer"**

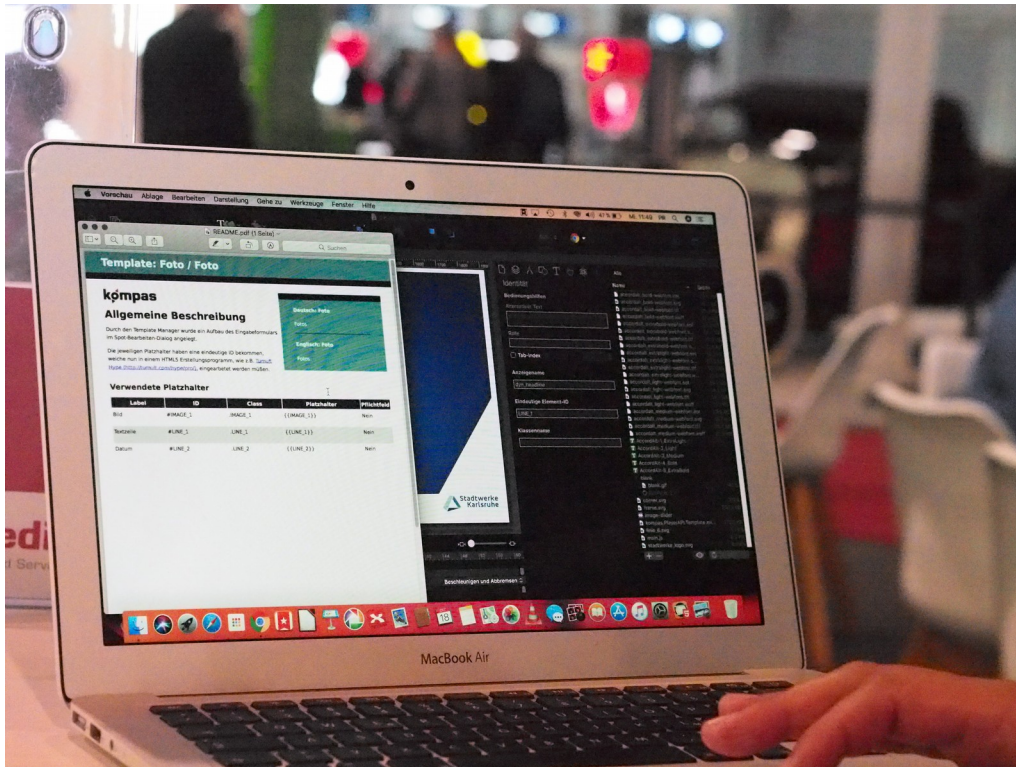
dimedis will be presenting seamless integration of interactive digital signage and modern product presentation on the shelf. If the user selects a product on the column, the product is lit up on the adjacent shelf. The user can now try out the product and put it into his shopping basket straight away. Visitors to EuroCIS can test this function in the Bosch Experience Zone.



*Seamless integration of interactive digital signage and modern product presentation on the shelf (source: dimedis)*

## **Digital Signage Software Kompas 9.0**

With the latest version of Kompas, dimedis is presenting a revolution in the digital signage market. The integration of professional HTML5 editors such as Tumult Hype and the new template manager facilitate the workflow between agencies, designers and digital-signage editors. A special feature of the new version of Kompas is the template manager, which makes the processes for the creation of content significantly easier. The editor creates the logical structure of the template in Kompas itself using the new template manager. This allows the editor to define whether and which elements such as headers, texts or media appear in the template. A briefing document for graphic designers who build up the templates in HTML5 editors is thus created automatically. The templates import Kompas, enabling the editor to use them. The entire process requires just a few clicks. The in-house or external graphic designer still uses his or her preferred HTML5 editor to create the actual content. The new interface thus saves a lot of time and briefings become clearer – and furthermore, service providers can be involved who may have little experience of digital signage but create HTML5 content for the customer's website as a matter of routine. To date, the interface is one of a kind on the market.



*kompas 9.0 integrates HTML5 editors such as Hype (photo: Thomas Kletschke)*

### **Wayfinding on the dimedis booth**

As yet another highlight, dimedis will be presenting kompas wayfinding on an interactive column like those used at the Abu Dhabi Mall or the NeuerMarkt shopping mall in Germany. On the dimedis booth, visitors to EuroCIS will be able to try out the wayfinding solution for trade fairs and shopping malls for themselves.

kompas wayfinding is an intuitive and intelligent wayfinding system. The interaction with kompas wayfinding takes place via a touchscreen. kompas wayfinding documents all the users' actions and search requests anonymously and thus serves as a permanent survey tool. The heart of this system is the intuitive LogoCloud:



*Intuitive logo cloud from kompas wayfinding (source: dimedis)*

## **Bosch Experience Zone**

The Bosch Experience Zone is an innovative shop-in-shop project for DIY superstores. Its main objective is to create a brand island in which the customers receive information and inspiration and are able to try out products in a practice-oriented environment. The Bosch Experience Zone adopts a holistic approach and integrates interactive digital signage into modern shopfitting. As an eye-catcher in the Experience Zone, the terminal boosts customer loyalty and encourages customers to make purchases and interact using a touchscreen. The information gathered can be printed out and taken away, and information can be transmitted to a smartphone using the QR code.

You can find more information about kompas and its functions [here](#).



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### **About dimedis**

dimedis stands for digital media distribution. Founded 1996 in Cologne, the software company is specialized in trade fair- and digital signage solutions. FairMate is a visitor management solution and kompas a digital signage and wayfinding system. The customers are amongst others Messe Düsseldorf, Koelnmesse, Stockholmsmässan, Hamburg Messe und Congress, Messe Stuttgart, Reed Exhibitions Deutschland, Schalke 04, Borussia Dortmund, Bosch, snipes, a chain of supermarkets in France called "Casino" and shopping malls from ECE, SEC, mfi and Abu Dhabi Mall. More than 65 employees currently work for dimedis.

For more information please visit: [www.dimedis.eu](http://www.dimedis.eu).

### **About kompas**

kompas®, developed by the experts in digital media distribution at dimedis GmbH, is one of the most powerful and flexible Digital Signage systems on the market. kompas offers Digital Signage users an intuitive interface built around drag-and-drop usability. More than 7,800 players in Germany with over 12.000 screens are controlled by kompas, making it the driving force behind one of the largest advertising networks in the country. The kompas software is stable and relies on HTML5. Another part of the kompas family of products is the award-winning kompas wayfinding.

kompas received the VISCOM Digital Signage Best Practice Award in 2008, 2011 and 2015. And the POPAI Digital Award Gold for "Best Digital Media Technology" in 2011. For more information please visit: [www.kompas-software.com](http://www.kompas-software.com)

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